

Lexington Center Parking Management Plan

**BOARD OF SELECTMEN
MEETING**

June 2, 2014

**N NELSON
NYGAARD**



Lexin

now the home of Casco 1 Minute-Man Barber Shop. I building to the right of the the rear of the lot to make ton Savings Bank building.



Lexington Center in 1938! Note the angle parking and the fact that not one of the busi-

nesses visible here is operating in Lexington today.

Parking Through the Years

1947



Lexington Histc

AERIAL VIEW OF LEXINGTON CENTER IN 1947

This photograph provides an interesting view of the Center and illustrates the considerable changes the Central Business District has undergone. Along Massachusetts Avenue we see the Hunt Block and the Central Block but not the

Battle Green Inn. Waltham Street private homes and Meriam Street portion of the photo, lacks the present Church but does show the fire closed the year this photograph was

1966

1975

1981

1983

1989

2001

1994

2010

1982



*Emanuele "Manny" Coscia Jr., of the DPW staff, shows a customer how to use the new ticket machine in the Meriam Street parking lot.
Lexington Minuteman photo*

of the sale
Garp" is pl
screens.

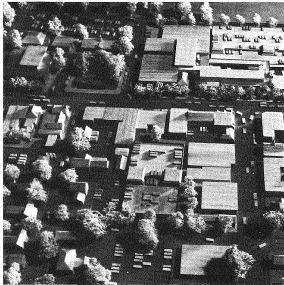
Oct. 25 — demanded Committee black supt. Percy Clark the School release ex When the i lic, both sid view.

Nov. 2 — 1
same as fou

Previous Efforts

1966

SUMMARY REPORT



**A PLAN FOR
LEXINGTON
CENTER**

2010



Town of Lexington
Parking Technical Assistance
Summary of Findings

August 17th, 2010 Briefing



Town of Lexington, Massachusetts
PARKING TECHNICAL ASSISTANCE



2011



The Problems & Desired Outcomes

When people don't come to Lexington Center because they
perceive they may not find parking - we have a problem.

The Parking Problem: When people don't come to Lexington
Center because they perceive they may not find parking - we have a problem.

Ongoing Efforts

Today

Town Center Streetscape & Battle Green Plans

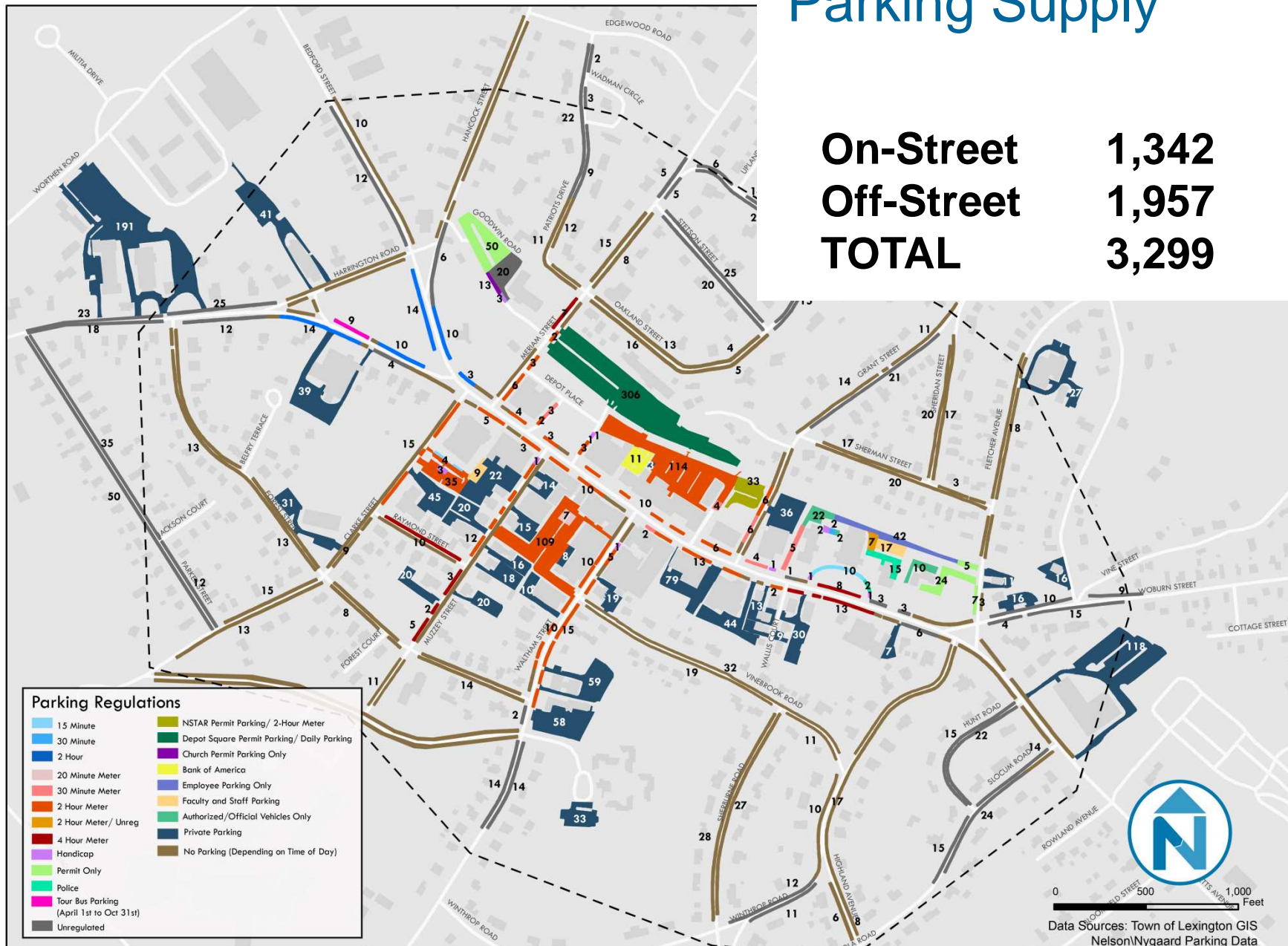
The road traveled by history and the project that will guide the future



LEXINGTON CENTER PARKING SUPPLY & REGULATIONS

Parking Supply

On-Street	1,342
Off-Street	1,957
TOTAL	3,299



Parking in Lexington

- Parking is closely linked to:
 - Economic vitality
 - Local business health
 - Tourism
 - Pedestrian environment
 - Traffic patterns
 - Development potential
 - Bicycling accommodations
 - Signage and wayfinding

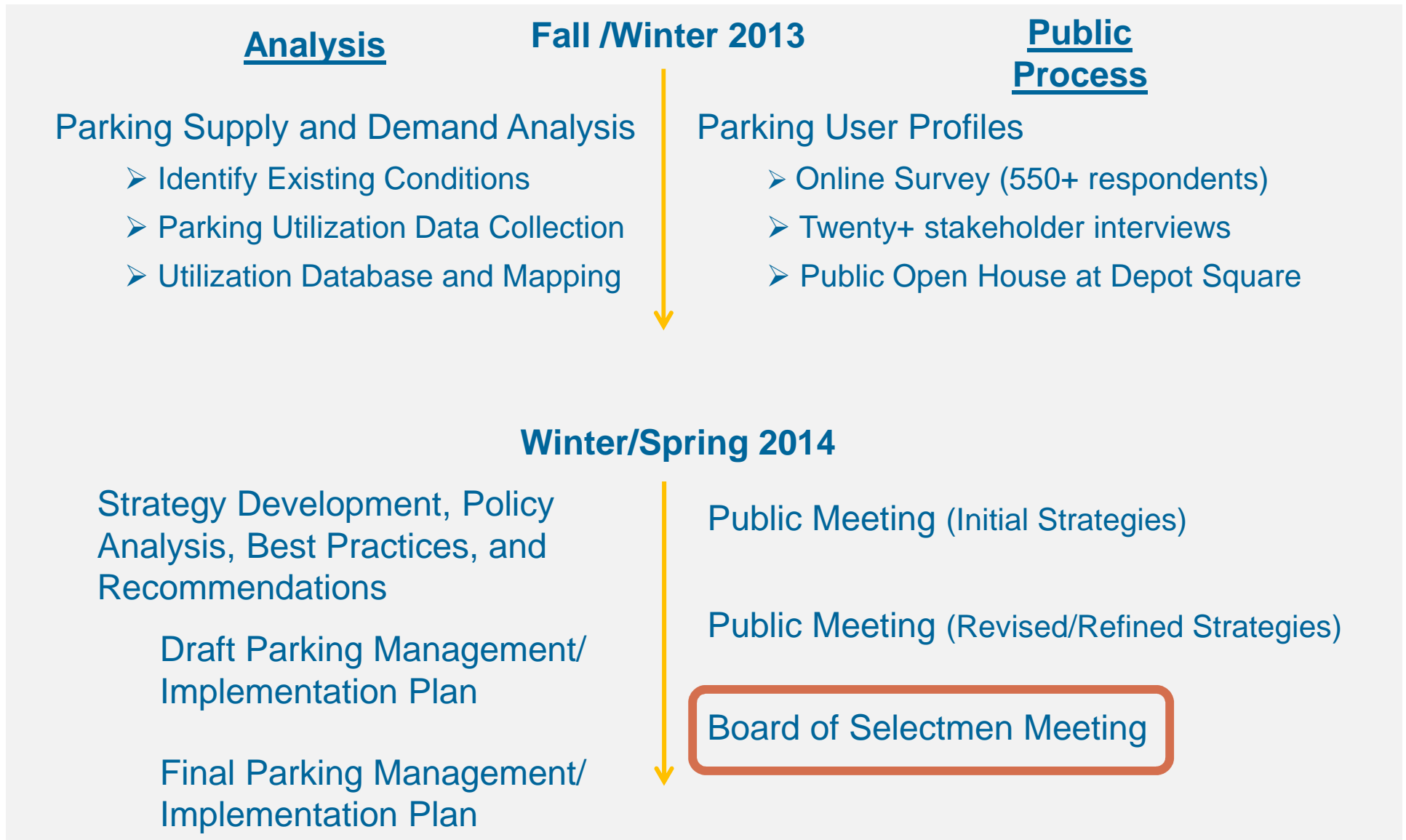


Lexington Parking Goals and Expectations

- Manage Parking More Effectively
- Increase Parking Availability
- Accommodate Short and Long Term Parking
- Simplify Parking System
- Support Economic Development Goals
- Integrate Solutions with Town Center Environment



Study Process



Stakeholder Interviews

- Susan Bennett
- Mary Jo Bohart
- Richard Canale
- Jimmy Cataldo
- Michelle Ciccolo
- Mark Corr
- Depot Parking Attendants
- Peter Enrich
- Manny Ferro
- Michael Greiner
- Annmarie Kelleher
- Trisha Kennealy
- Peter Kelly
- Peter Levy
- Pam Lyons
- John Madeiros
- Kevin Maguire
- Michael Martignetti
- Deb Mauger
- Dawn McKenna
- Julie Miller
- Sharon Spaulding
- Masha Traber



Meetings

- 12/10/2013: Open House
- 01/15/2014: Initial Strategies
- 01/29/2014: Revised Strategies
- 02/28/2014: Transportation Forum
- 02/28/2014: Tourism Committee Meeting
- 03/12/2014: Lexington Property Meeting
- 03/12/2014: Lexington Chamber Meeting

Ongoing coordination with:

- *Town staff*
- *Parking Management Group*
- *Streetscape Plan*

What is the parking problem?

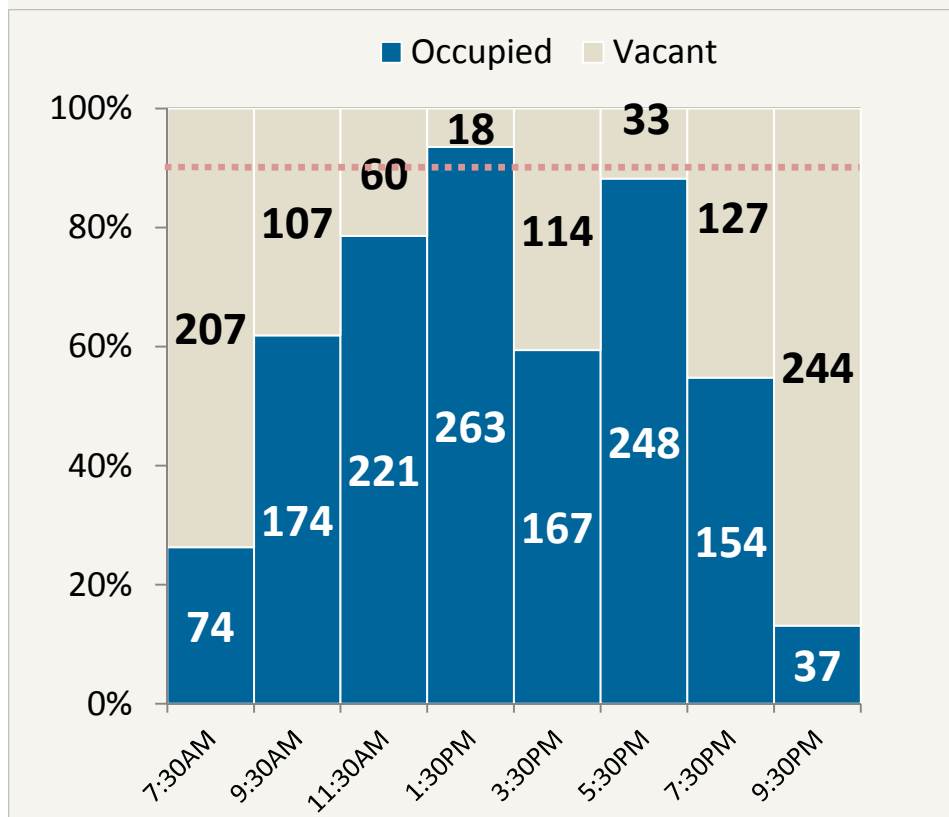
- Difficulty finding parking in core area



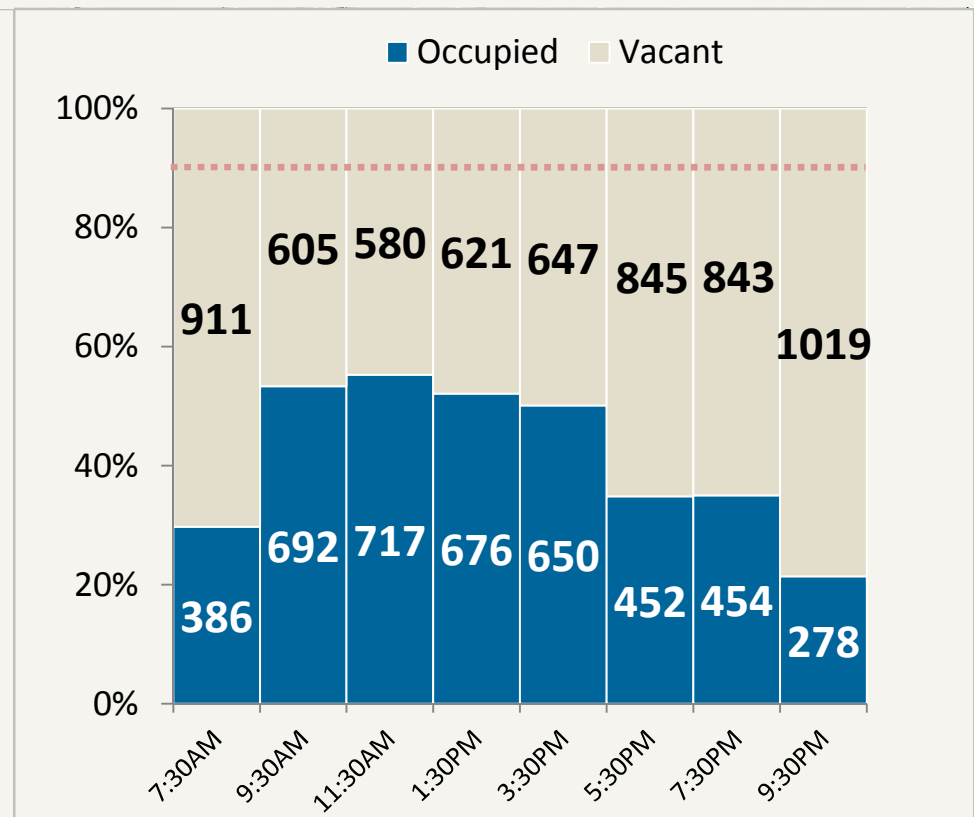
What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration

Publicly Accessible Off-Street



Restricted Access Off-Street



What is the parking problem?

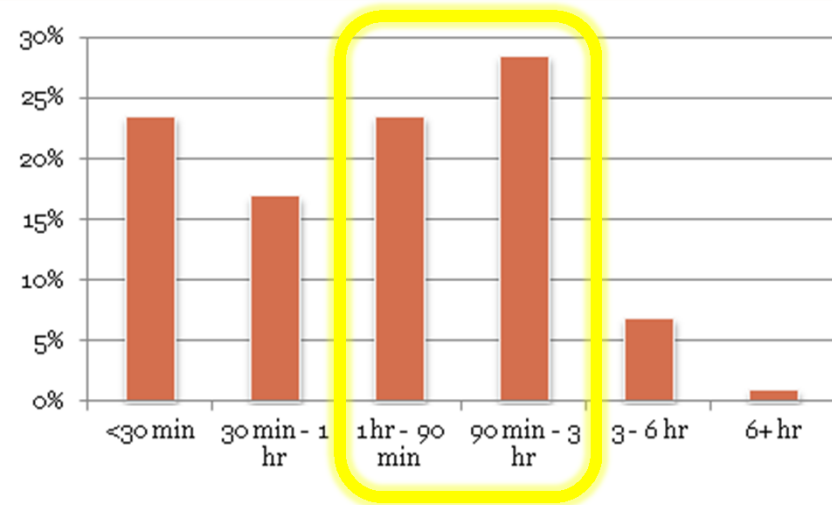
- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- **Lack of visible signage**



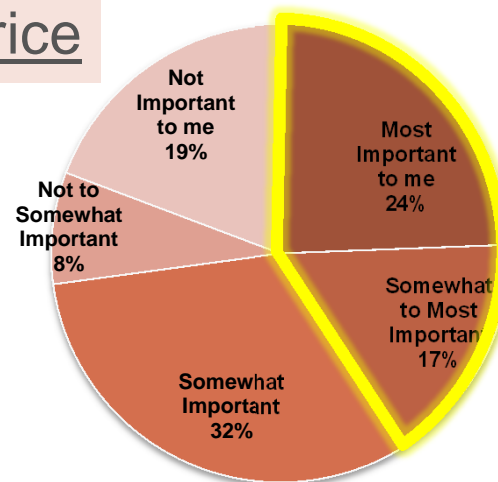
What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity

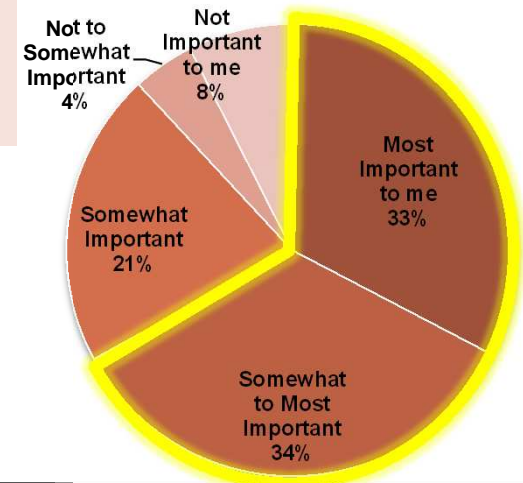
How long do customers stay?



How important is: Price

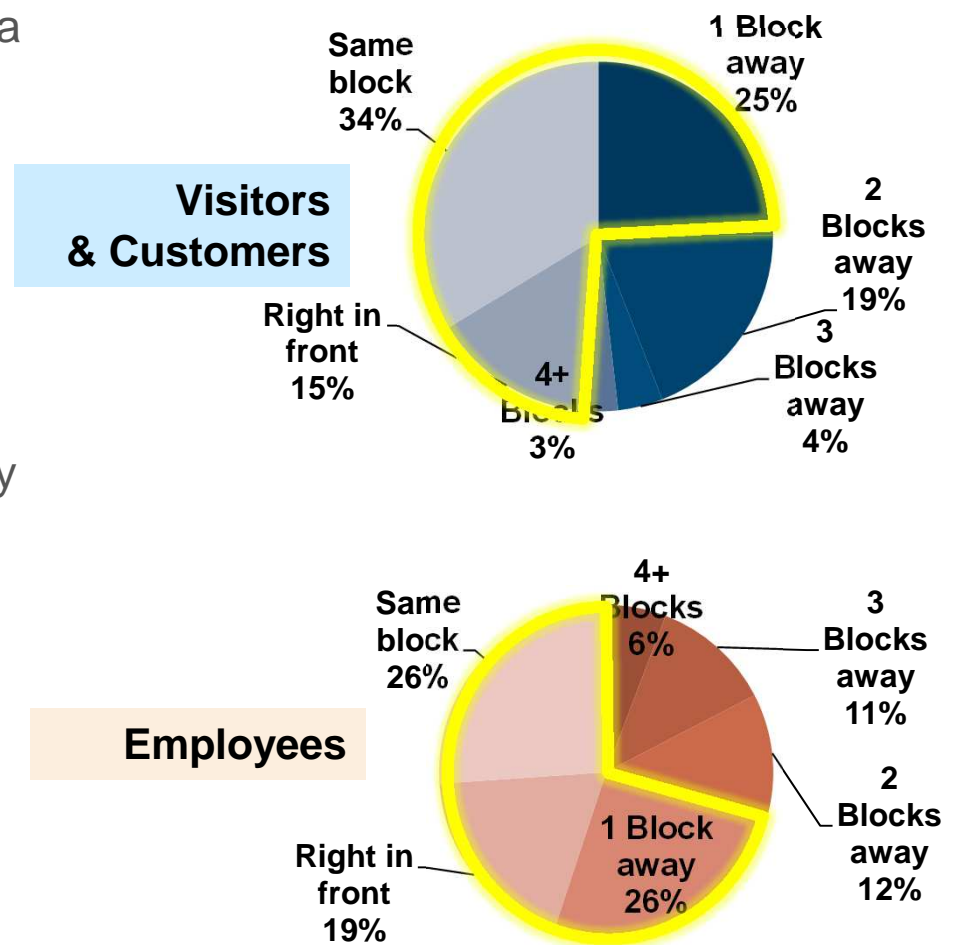


Time Limits



What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity
- **Employees compete with customers for parking**



What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity
- Employees compete with customers for parking
- **Payment technology is inconvenient**



What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity
- Employees compete with customers for parking
- Payment technology is inconvenient
- **Pedestrian safety challenges on Mass Ave**



What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity
- Employees compete with customers for parking
- Payment technology is inconvenient
- Pedestrian safety challenges on Mass Ave
- **Customers avoid the Center due to parking issues**

Reasons I DO NOT go to Lexington Center



Lexington Parking Goals and Expectations

- Manage Parking More Effectively
- Increase Parking Availability
- Accommodate Short and Long Term Parking
- Simplify Parking System
- Support Economic Development Goals
- Integrate Solutions with Town Center Environment



Parking Management Approach

Create Available Parking

- Demand-Based Pricing
- Permit Program
- Technology
- Enforcement

Improve Administration

- Information
- Shared Parking Program
- Zoning/Regulatory Updates
- Ongoing Management

Invest in the Center

- Parking Fund
- Access Improvements
- TDM
- Other Center Improvements

Parking Management Approach

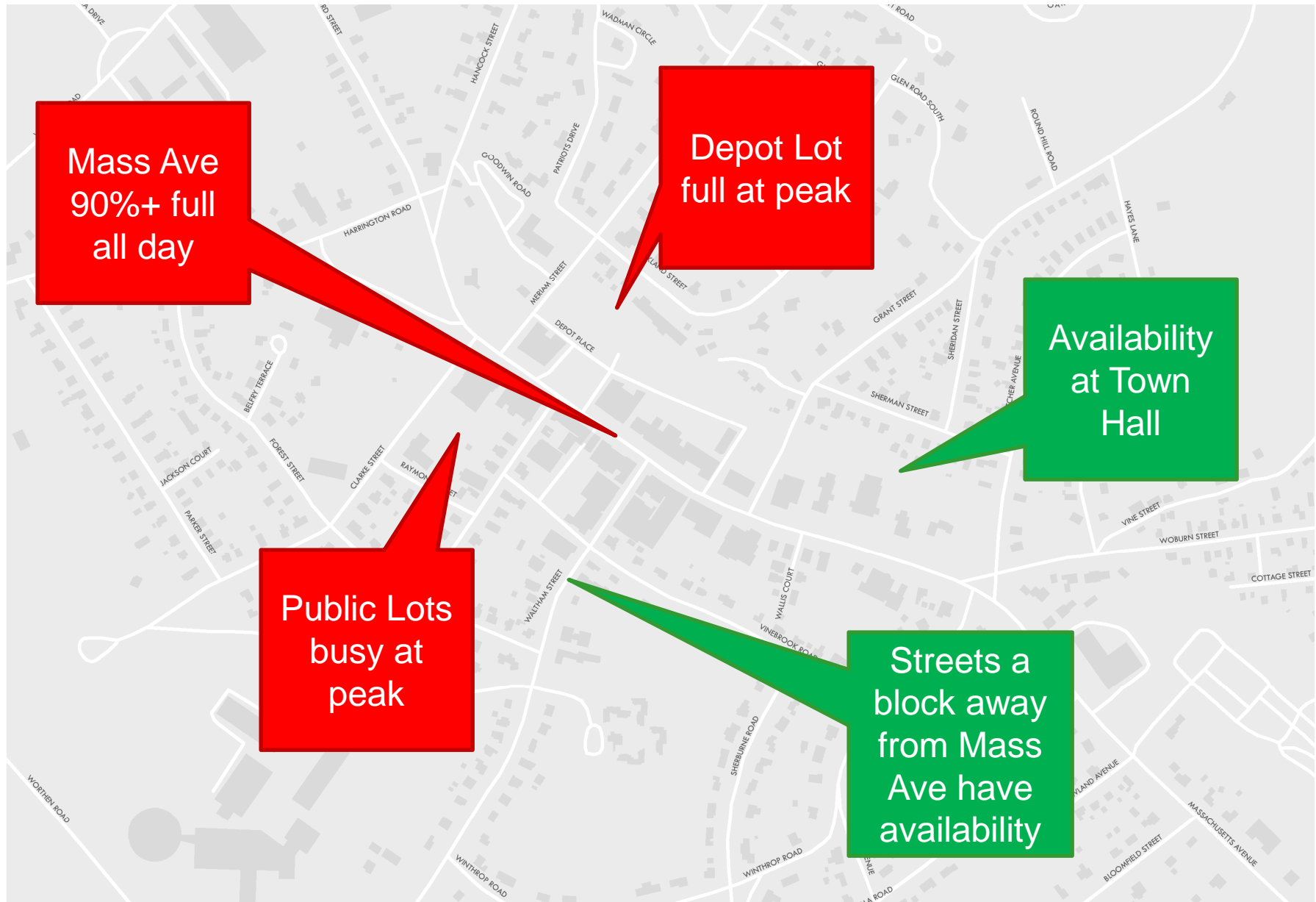
Create Available Parking



- Demand-Based Pricing
- Permit Program
- Technology
- Enforcement



Parking in Lexington Center Today





Parking Availability Goal

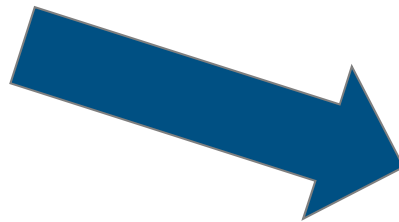
- One empty space per block face
 - ~ 15% availability on-street
 - ~ 10% availability off-street
- Ease of customer parking – onstreet availability
- Create additional long term parking – employees, visitors
- **Ongoing monitoring and evaluation needed**



Parking in Lexington Center

TODAY

- Flat pricing scheme
- 20+ different types of parking regulations
- Restrictive time limits



PROPOSED

- Pricing based on demand
- Simplified parking regulations
- Eliminate and extend time limits

LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Core Pricing Zone:
30 min free
Initial Rate: **\$1.00/hour**
Span: 9am-8pm
4-hour time limit

Today: 100%+ full at peak
83 spaces

LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Secondary Pricing Zone:

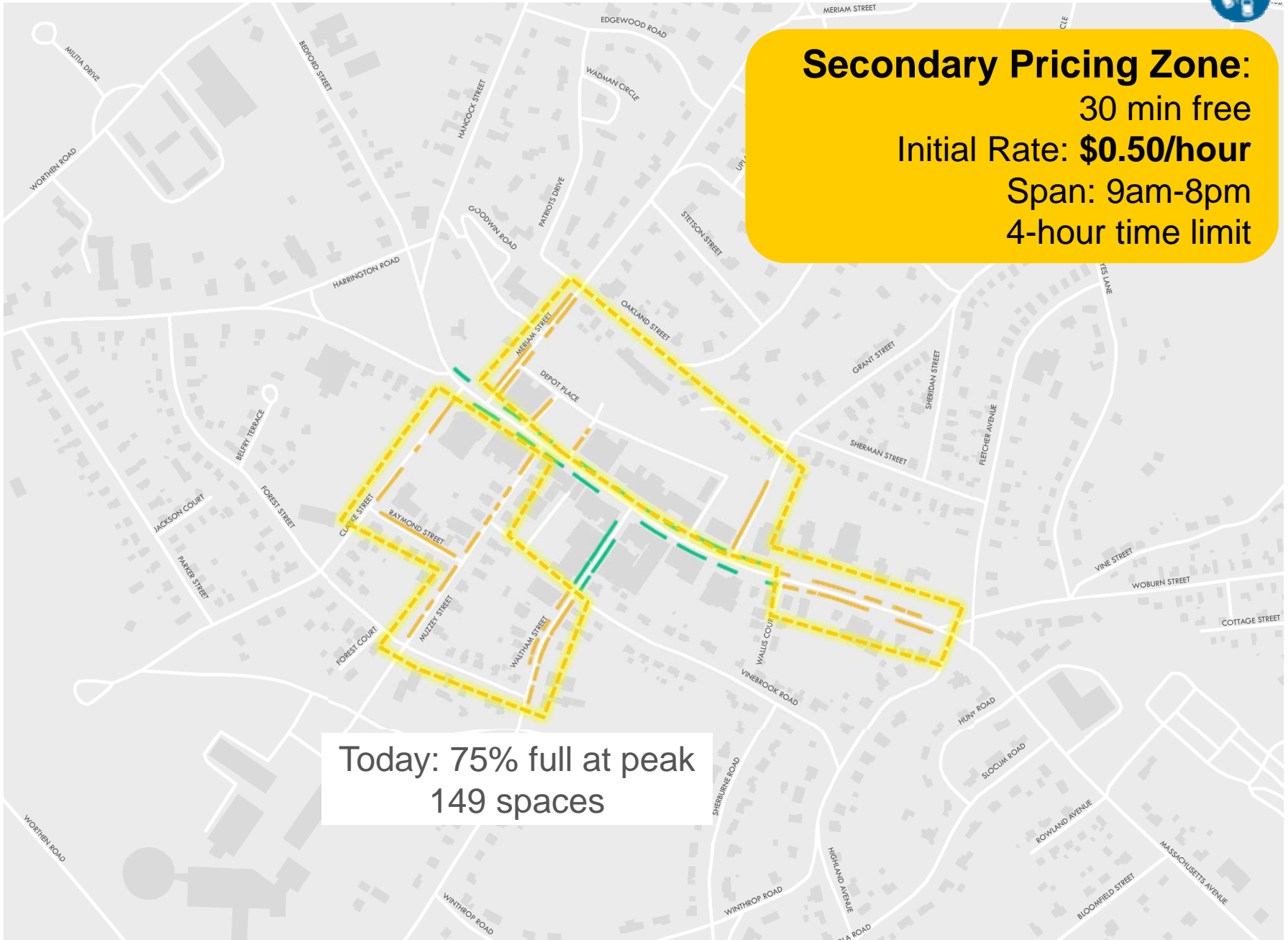
30 min free

Initial Rate: **\$0.50/hour**

Span: 9am-8pm

4-hour time limit

Today: 75% full at peak
149 spaces



LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS

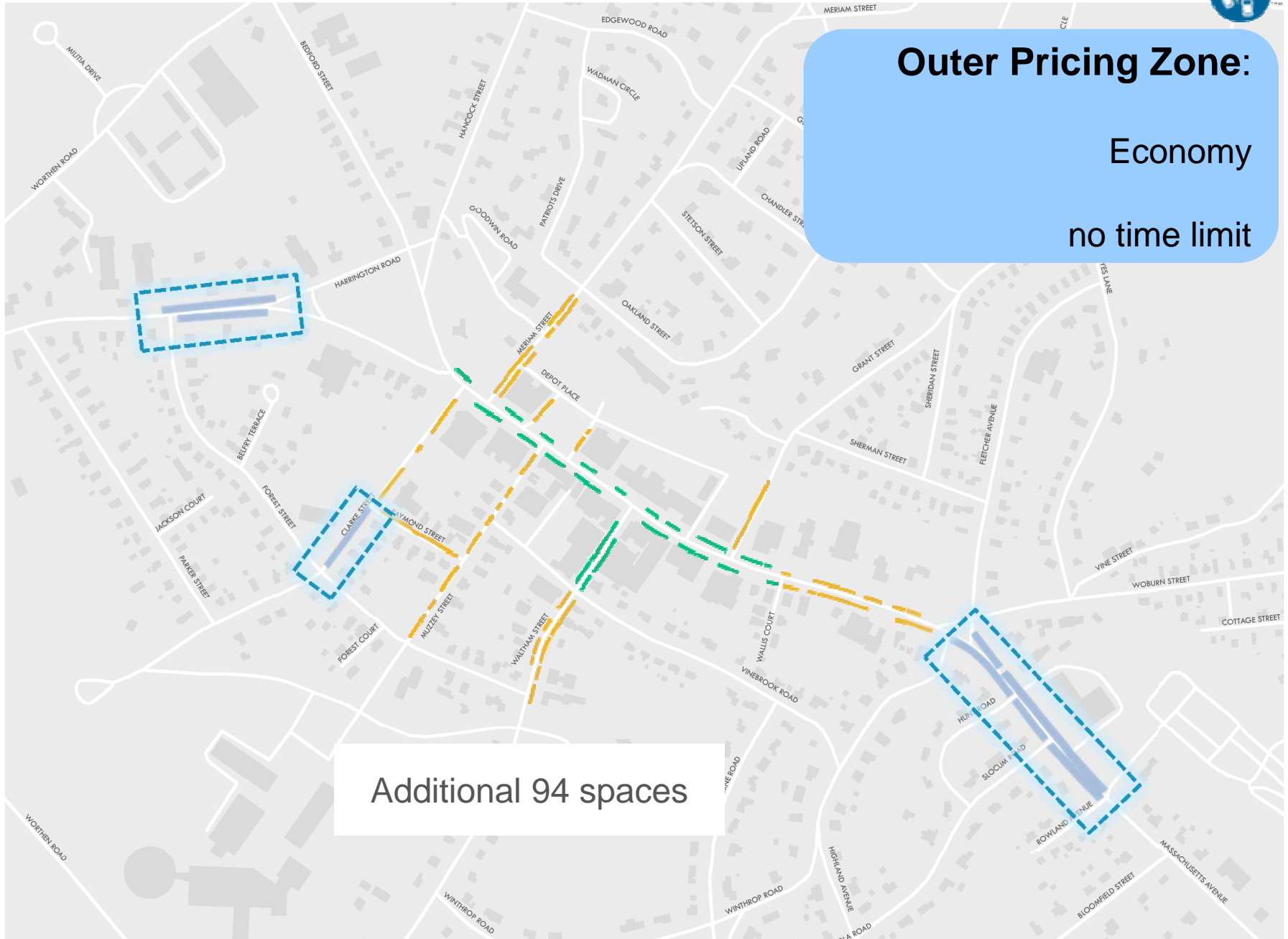


Outer Pricing Zone:

Economy

no time limit

Additional 94 spaces



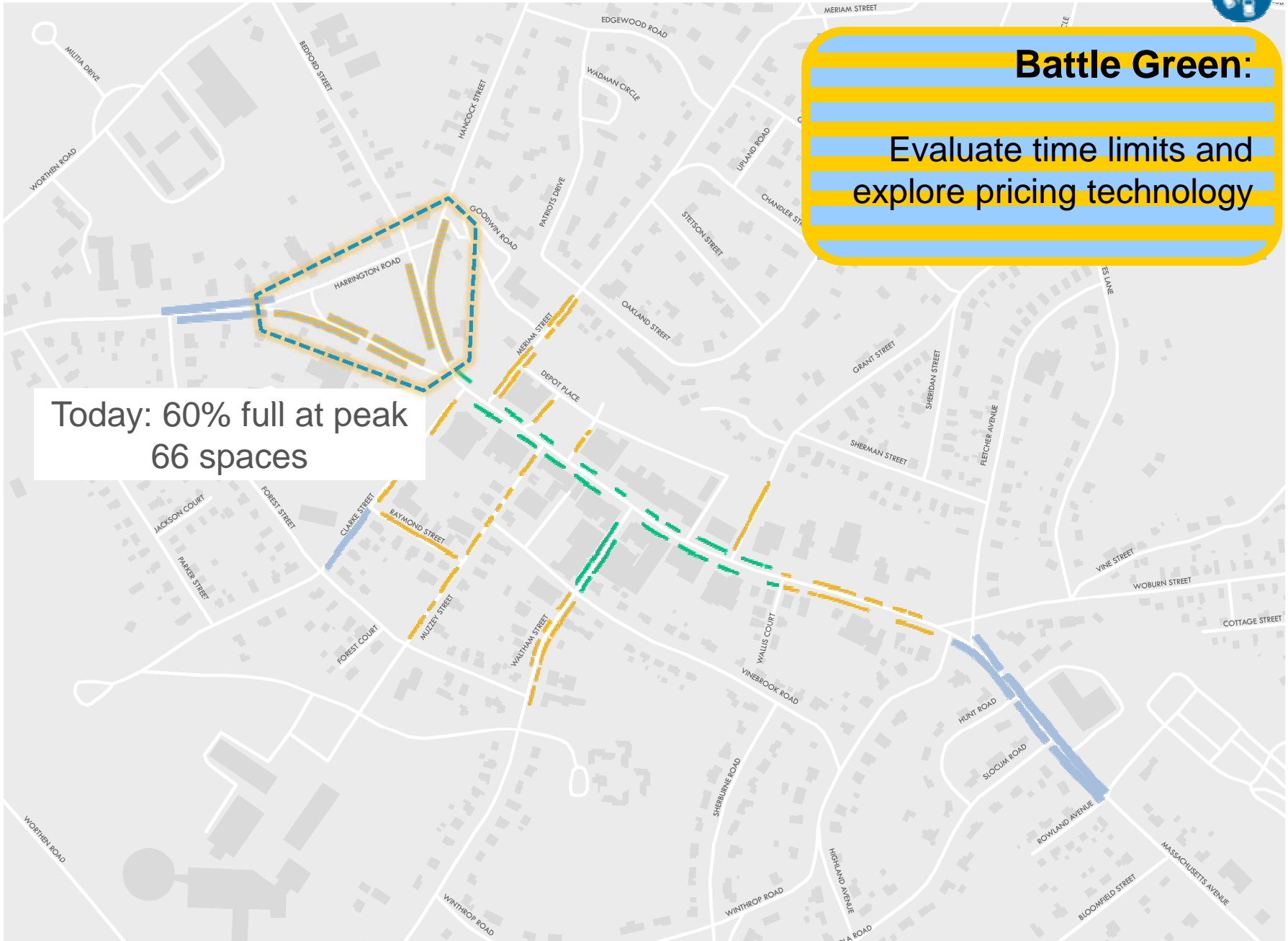
LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Battle Green:

Evaluate time limits and
explore pricing technology

Today: 60% full at peak
66 spaces



LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



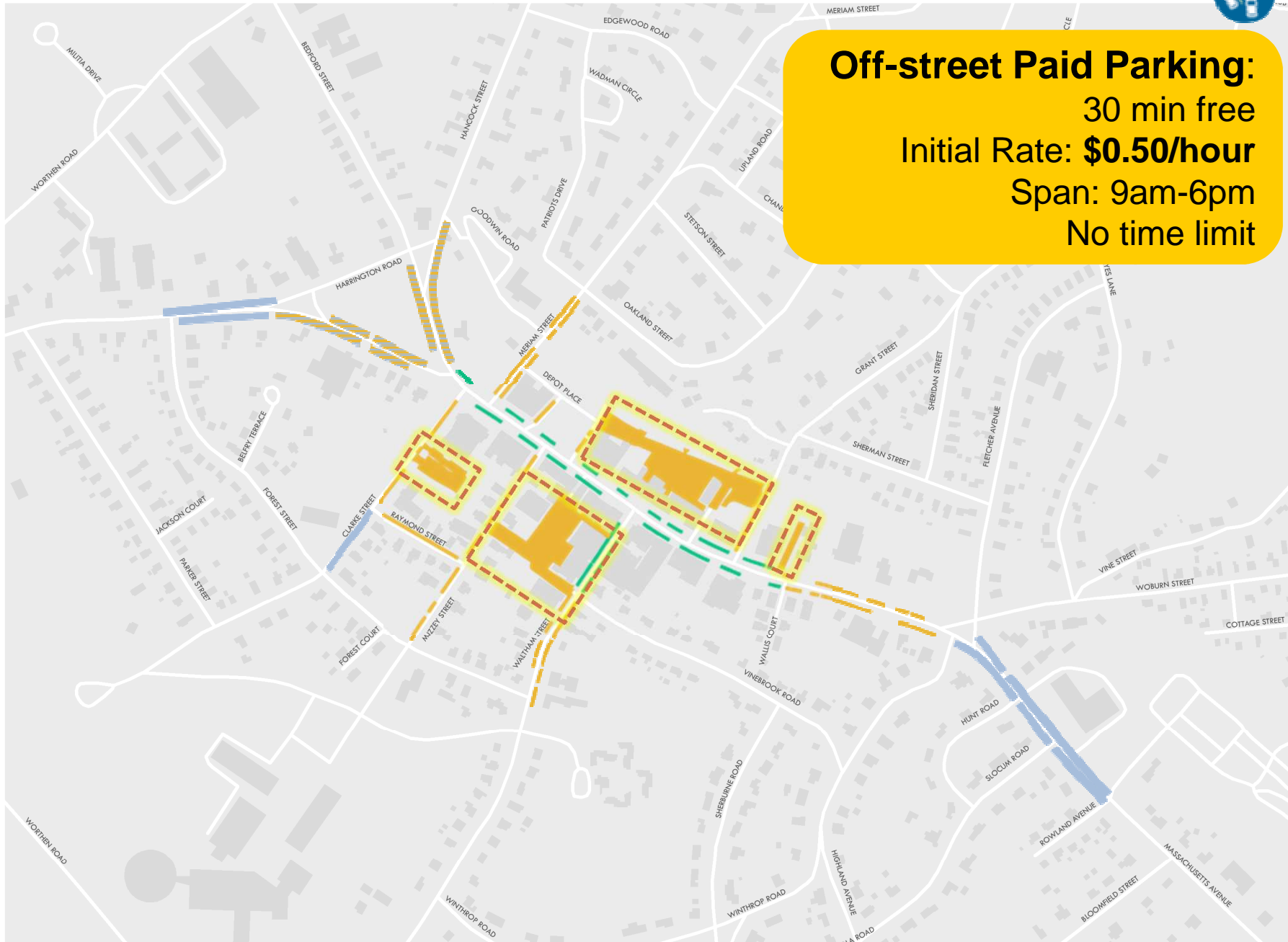
Off-street Paid Parking:

30 min free

Initial Rate: **\$0.50/hour**

Span: 9am-6pm

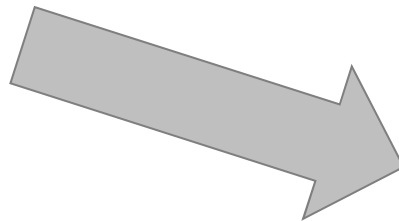
No time limit



Permit Program

TODAY

- Annual permit only
- Two tiers:
 - ~ \$1.00/day
 - ~ \$0.90/day
- Labor-intensive manual process
- Physical hangtags



PROPOSED

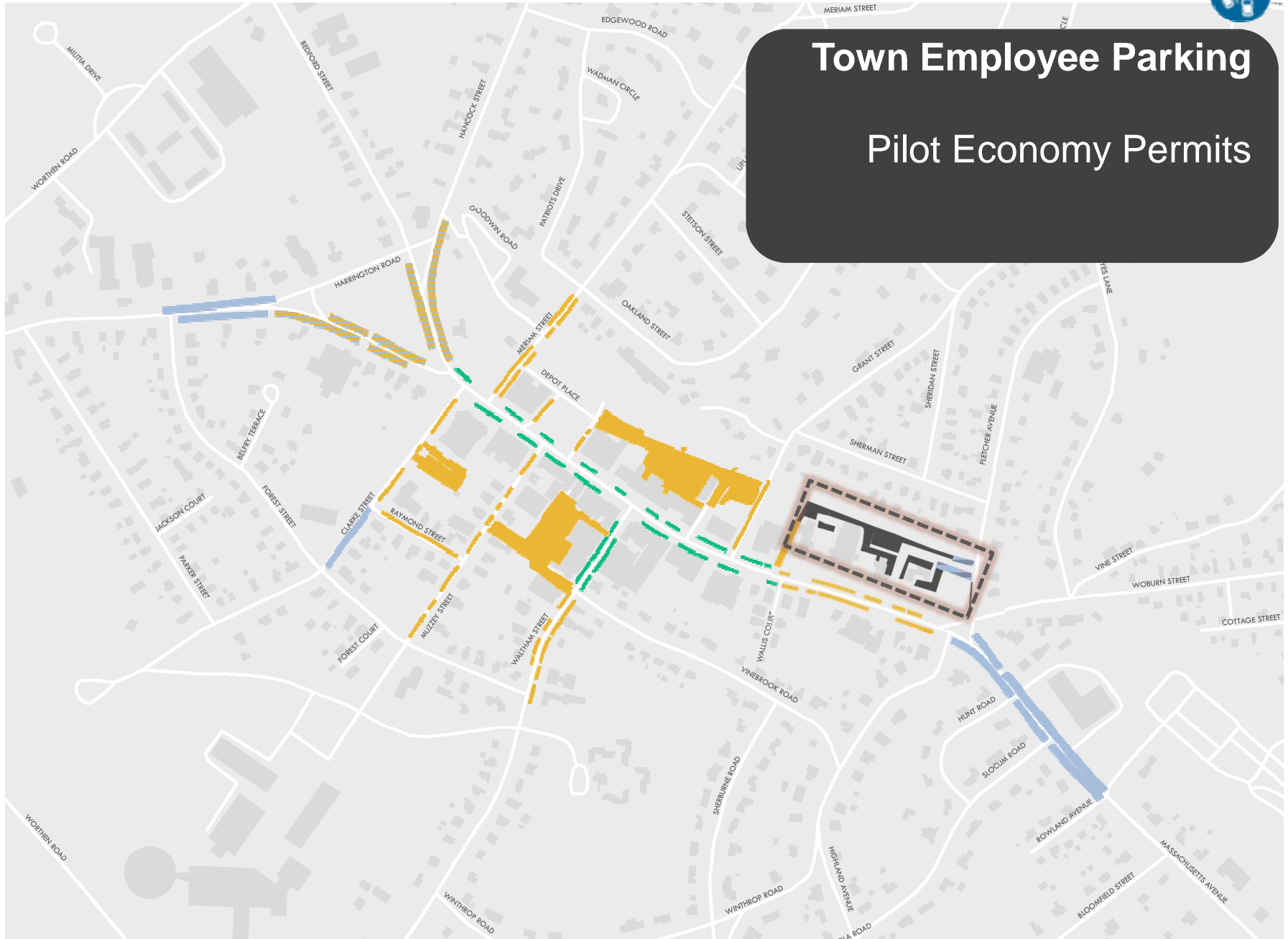
- Monthly permit
- Three tiers
- Web-based system for purchasing/renewals
- License plate recognition

LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Town Employee Parking

Pilot Economy Permits



LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Today: 100%+ full at peak

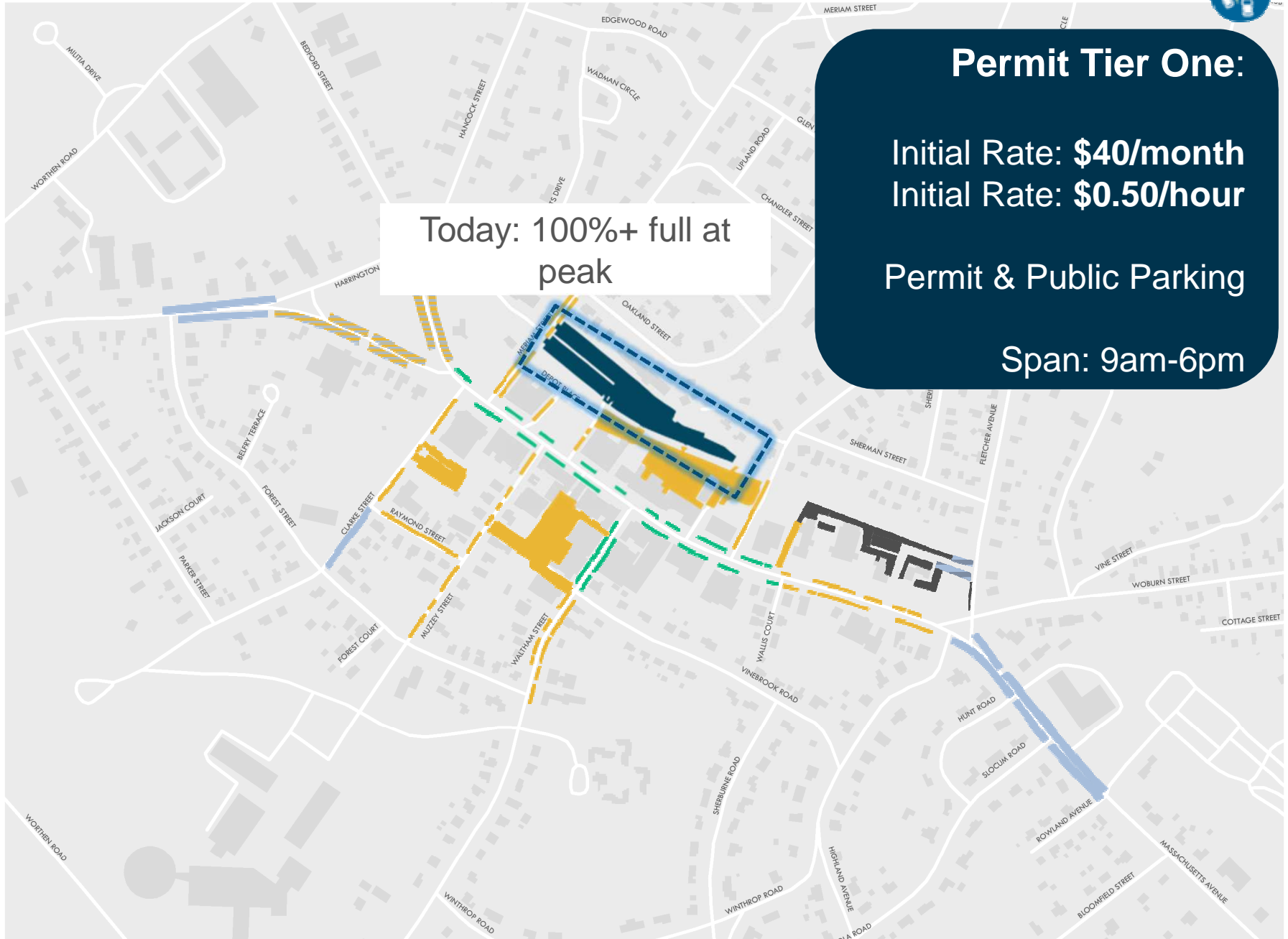
Permit Tier One:

Initial Rate: **\$40/month**

Initial Rate: **\$0.50/hour**

Permit & Public Parking

Span: 9am-6pm



LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



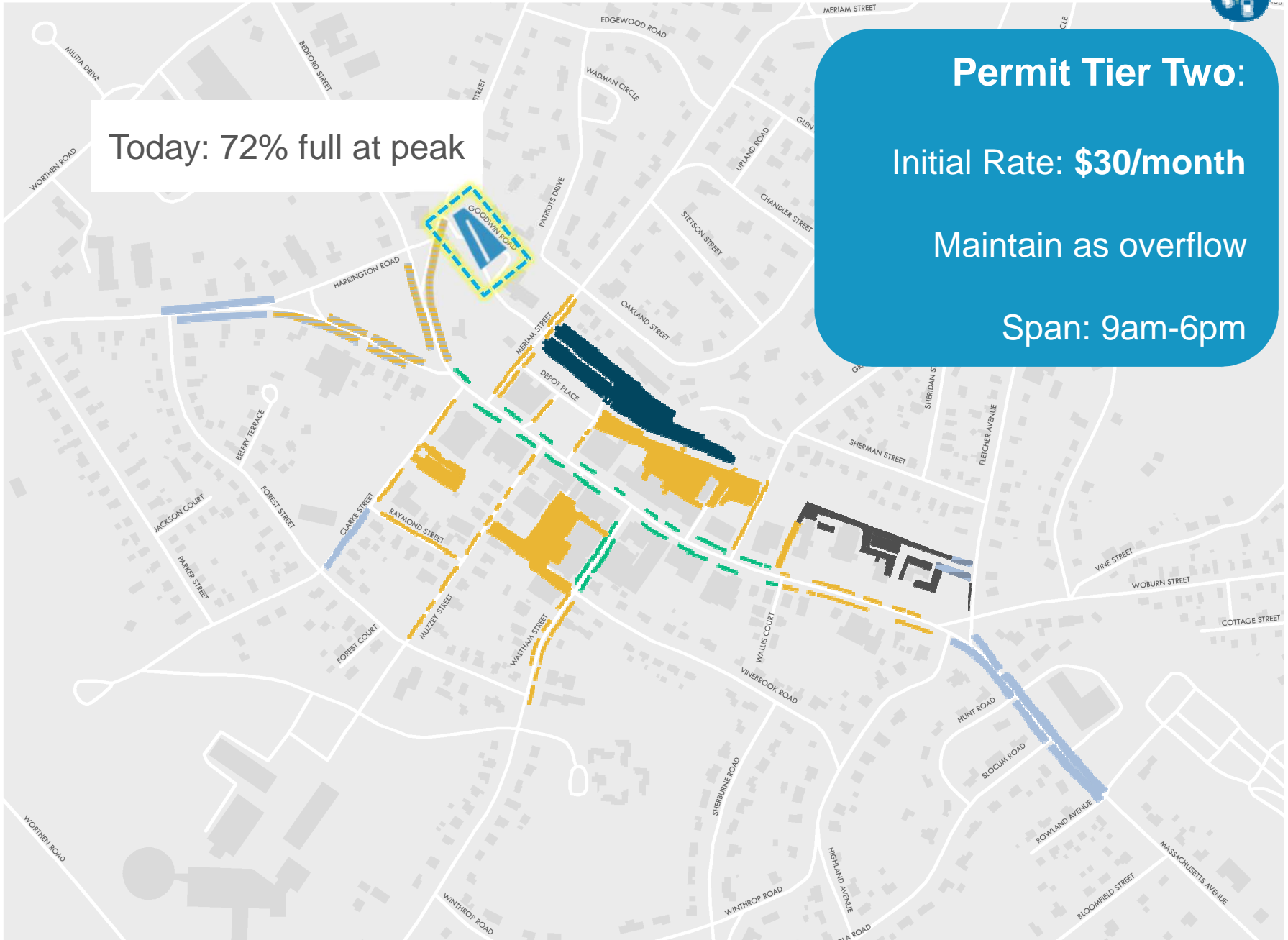
Today: 72% full at peak

Permit Tier Two:

Initial Rate: **\$30/month**

Maintain as overflow

Span: 9am-6pm



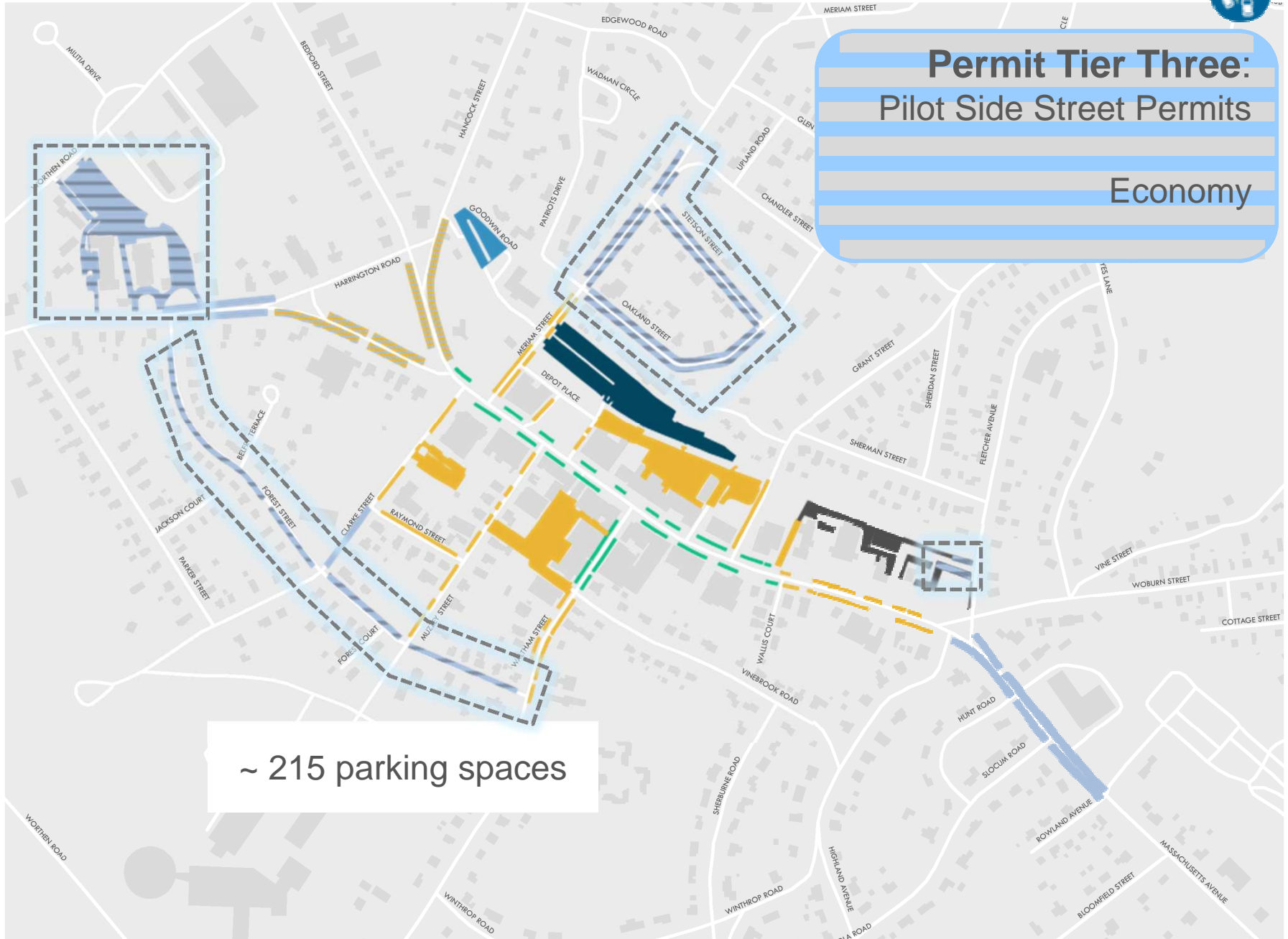
LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Permit Tier Three:
Pilot Side Street Permits

Economy

~ 215 parking spaces



Payment Technology



- Combine meters & kiosks
- Pay by license plate kiosks
- Pay by cell availability
- Real-time availability information @ Depot
- Integration with enforcement equipment
- Integration with Streetscape Plan

Kiosks

Smart Meters

Technology and Enforcement



- Technology makes enforcement more efficient/effective
 - License Plate Recognition
 - Coordination with expiring plates
 - Able to cover more area
- Customer-first policy
 - First ticket free
 - Enforcement as Center ambassadors



Parking Management Approach

Create Available Parking

- Demand-Based Pricing
- Permit Program
- Technology
- Enforcement

Improve Administration

- Information
- Shared Parking Program
- Zoning/Regulatory Updates
- Ongoing Management

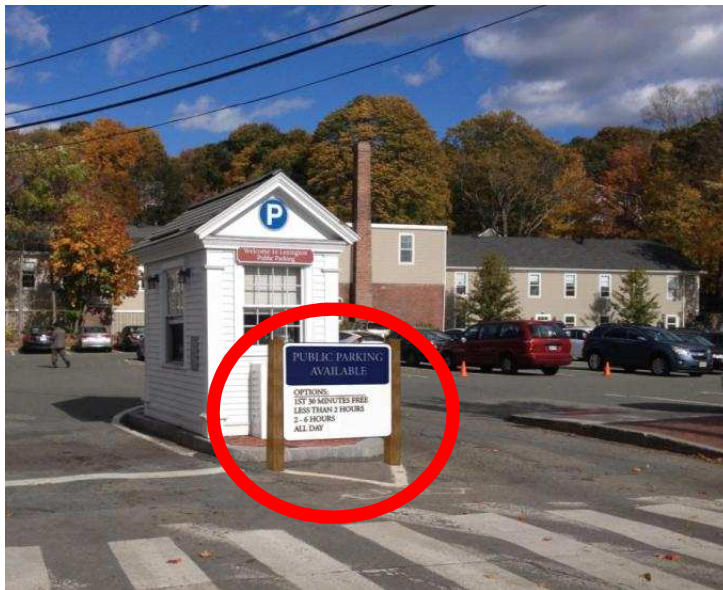
Improve Parking Information



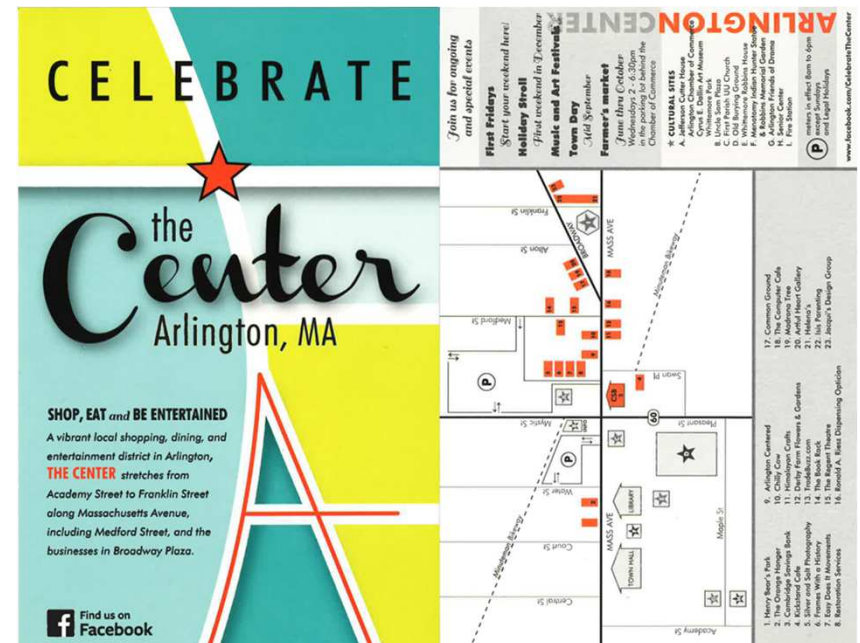
Before



After

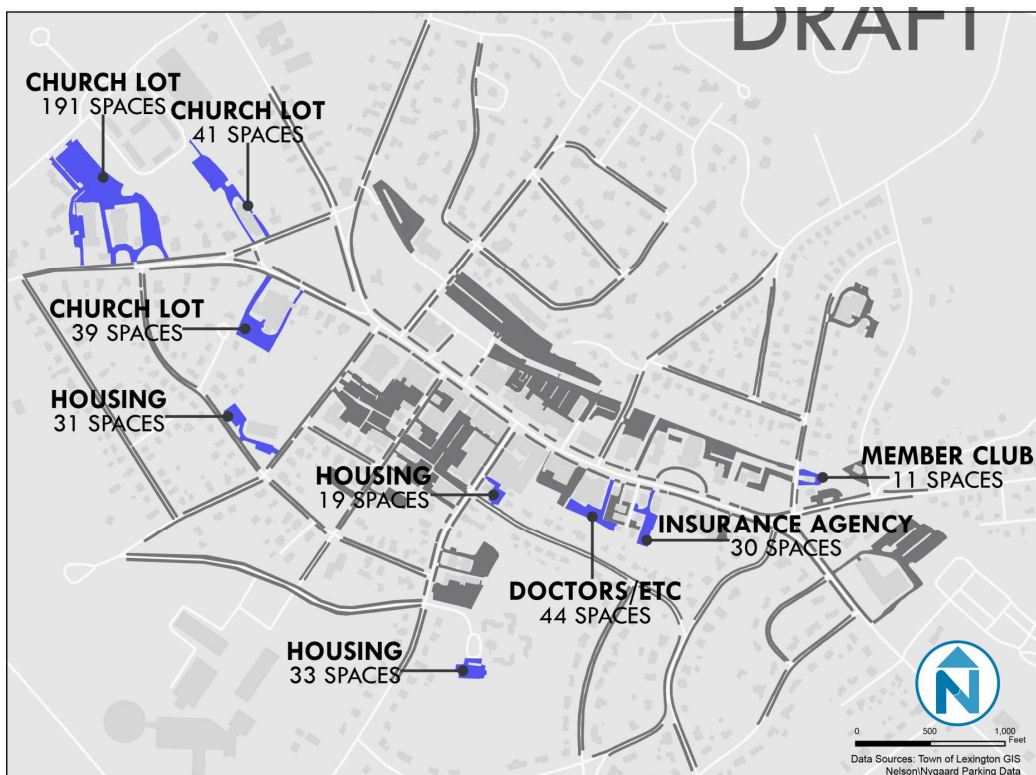


- Updated web-based parking information
- Linked from businesses and tourism
- Enhance signage in the Center

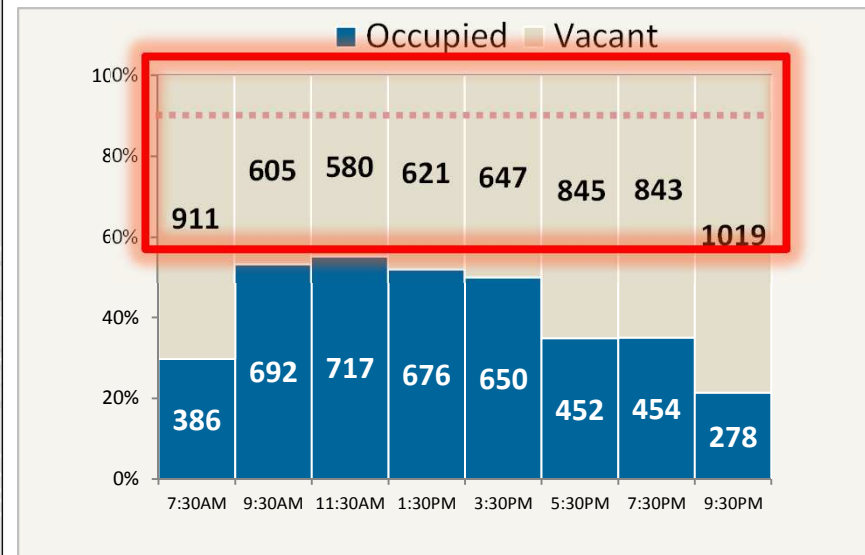


Expand Parking Supply: Shared Parking Program

- Town leases private parking
- Reconfigured/consolidated lots increase supply (and margin)
- Town provides maintenance & liability
- Town guarantees retained development rights



Restricted Access Spaces





Zoning Updates

- Design code reflect mixed-use, downtown environment
- Eliminate minimums, or convert minimums to maximums
- Shared parking between uses
- Upgrade design standards (curb cuts, pedestrian provisions)
- Introduce in-lieu fees
- TDM, bicycle parking, and pedestrian amenities



Coordinate via Parking Champion

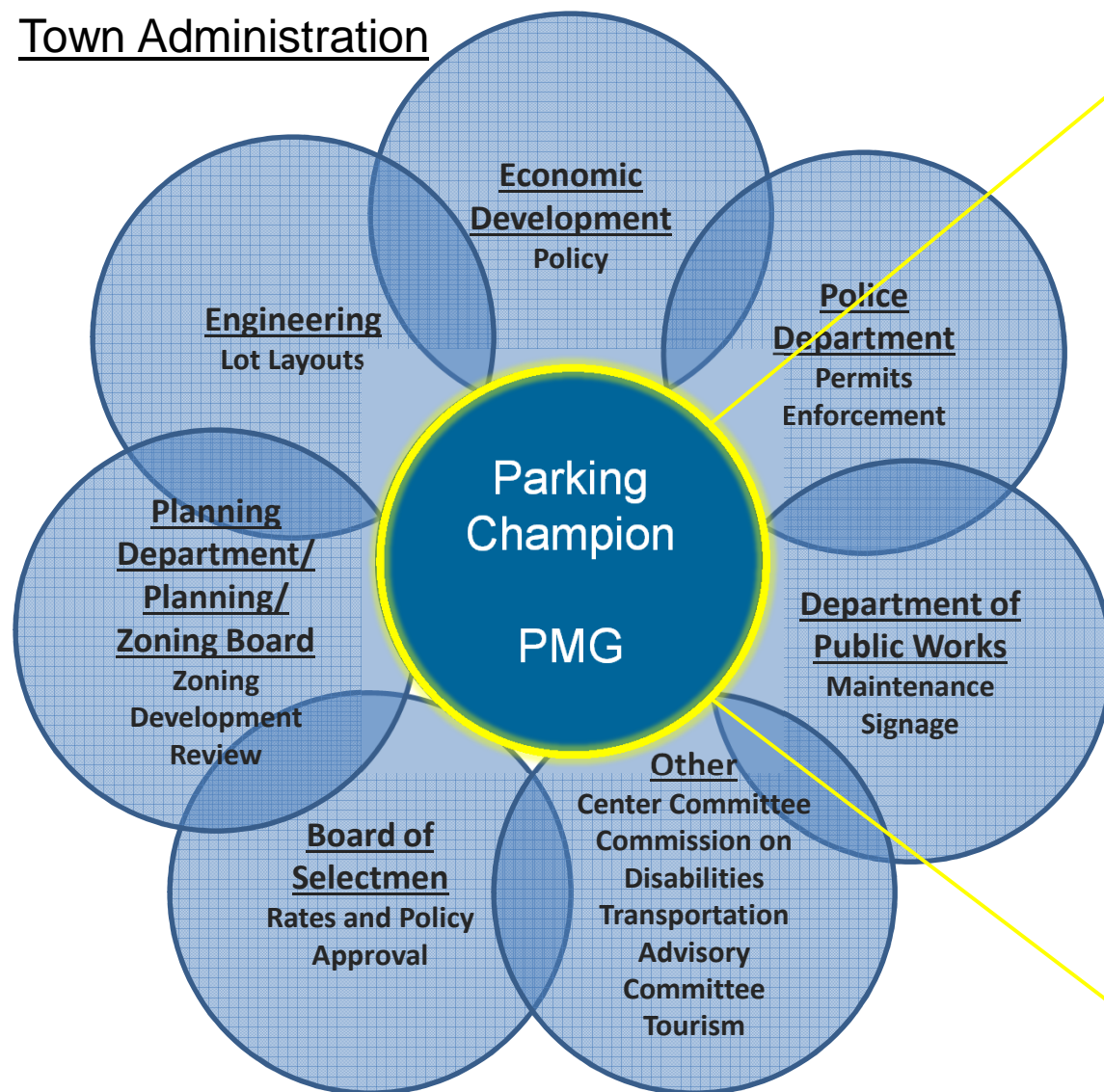
Town Administration





Coordinate via Parking Champion

Town Administration



Ongoing Management

- 5-8 people, including Town staff:
 - Planning Dept
 - Police Dept
 - Economic Development
 - Center Businesses
- Two year terms
- Appointed by Town Manager or his/her designee
- Staffed by Town
- Responsible for implementation and ongoing evaluation/monitoring, including rate increases and decreases

Parking Management Approach

Create Available Parking

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- Permit Program
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Improve Administration

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- Zoning/Regulatory Updates
- Ongoing Management

Invest in the Center

- Parking Fund
- Access Improvements
- TDM
- Other Center Improvements

Parking Fund



- Invest additional parking revenues in the Center
- Creates accountability
- Can fund: lot reconfigurations, lighting, pedestrian improvements, and more
- Financing capacity (long-term)



Parking and Pedestrian Access Improvements Lighting and Security Improvements



- Battle Green
- Depot Square
- Waltham Street
- Town Hall Lot
- Edison Lot
- Connections to economy parking
- Other opportunities



Improve Transportation Choices

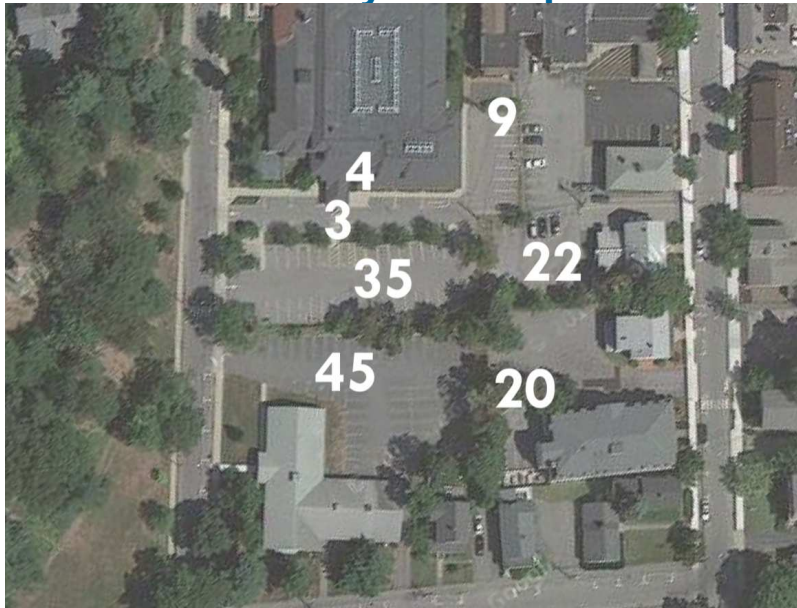
- **Improve Pedestrian Facilities**
- **Improve Bicycle Facilities/Parking**
- **Transportation Demand Management Programs**
 - Employee Cash Out
 - Unbundle parking costs
 - Transit passes – MBTA and Lexpress
 - Transit improvements
 - Ride matching
 - Car sharing
 - Preferential parking
 - Sheltered/secure bike parking and supportive facilities



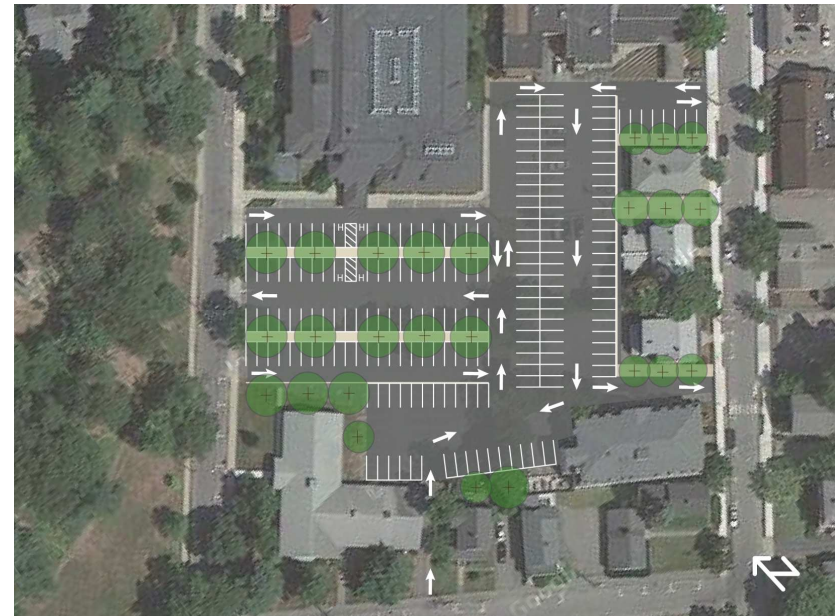
Improve Efficiency of Parking Resources



Existing Parking Lots behind Cary Memorial Library – 140 Spaces



Redesign can add **55 Spaces!**



Parking Management Approach

Create Available Parking

- Demand-Based Pricing
- Employee Permit Program
- Technology
- Enforcement


Improve Administration

- Information
- Shared Parking Program
- Zoning/Regulatory Updates
- Ongoing Management

Invest in the Center

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Ongoing Coordination with Streetscape and Battle Green Plans



Lexington, Massachusetts


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Streetscape & Battle Green Plans

[Project Meeting Materials & Minutes](#)
[Project Data](#)
[Project Team](#)
[LexEngage](#)
[Prior Studies & Background](#)
[2011 Center Streetscape Concept Plans & Process](#)
[Battle Green Draft Master Plan](#)
[Other Center Projects & Plans](#)
[Parklet & Bike Corral](#)
[Parking Management](#)
[Pocket Parks](#)

Town Center Streetscape & Battle Green Plans

The road traveled by history and the project that will guide the future



Please visit our [Project Meeting Materials & Minutes](#) to view a copy of the PowerPoint presentation given on Tuesday, March 18th at Cary Hall (7-9PM)

On July 1st, 2013 town staff and project consultants from the BETA Group attended the Board of Selectmen (BOS) meeting to present the preliminary results of the transportation data collection and traffic modeling. In particular, consultants reviewed how Massachusetts Avenue would operate with a 3-lane configuration (2 eastbound / 1 westbound) as opposed to the current 4-lane configuration (2 eastbound / 2 westbound). Determining the layout of the roadway through the town center is the crucial first step of this project before proceeding with the design plans.

The consultant found that traffic operations under a 3-lane configuration would degrade significantly from existing conditions and recommended maintaining the current layout. After hearing the full presentation and results the BOS voted unanimously for the 4-lane configuration. The project team is now moving forward with the design phase.

Click to view the [full presentation to the BOS](#) and [traffic simulations](#).

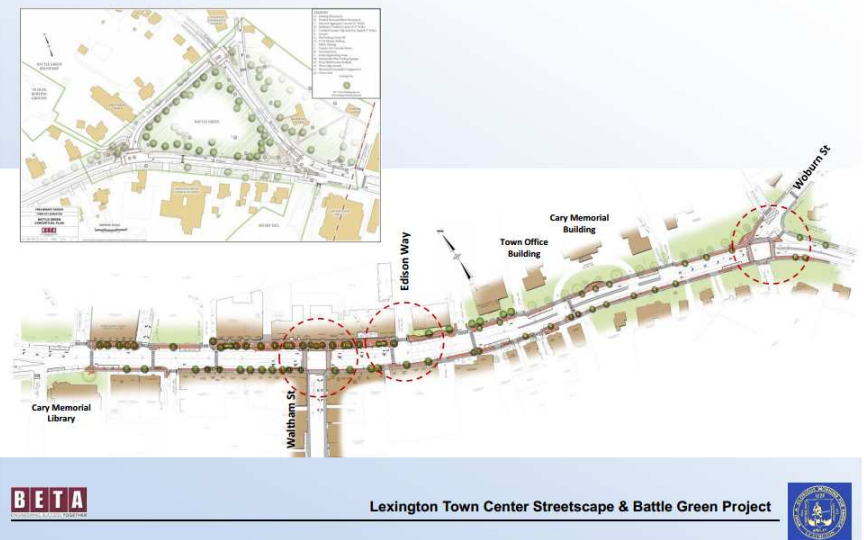
BACKGROUND

In early 2013, the Town of Lexington hired the BETA Group, Inc. to perform a transportation data collection program and traffic modeling/simulation for the center streetscape design plan. In addition to the center roadway analysis, BETA will conduct a traffic study around the Battle Green in order to develop conceptual plans related to parking, traffic calming, and safe pedestrian access. Once a preferred alternative has been selected the consultant shall develop 25% design plans of the Massachusetts Avenue corridor from Meriam Street to Woburn Street.

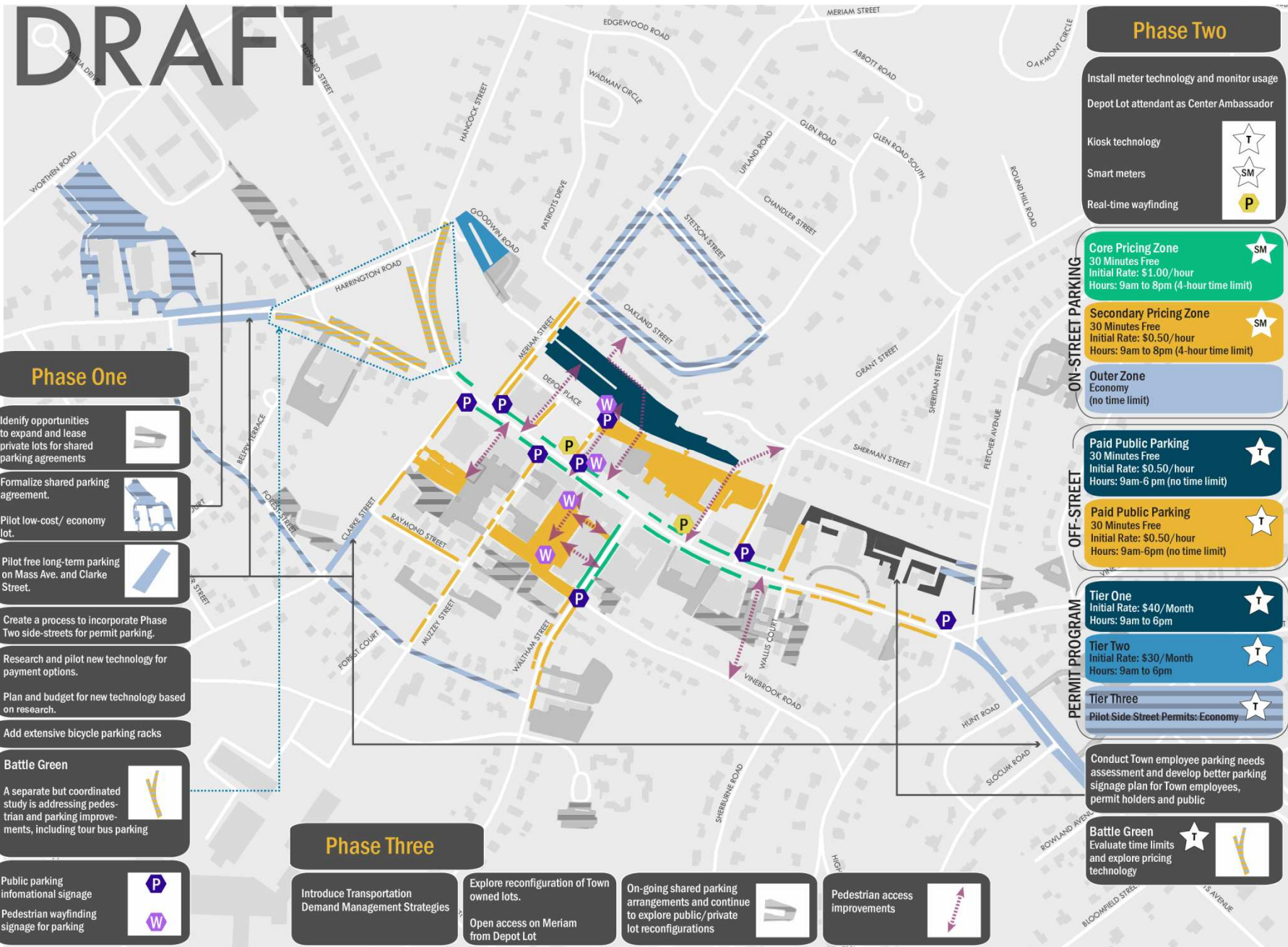
We will be using this section of the website to provide ongoing updates and information regarding the project — from intersection concept plans, to renderings of proposed landscape changes, to meeting presentations, and upcoming public meetings.

We hope you will check back often to stay informed as we move forward. Also, please visit [LexEngage](#), our public online forum, to offer your insight and opinions on this and other

Overall Plan



LEXINGTON CENTER PHASE PARKING RECOMMENDATIONS



Lexington Center Parking Management Plan

**BOARD OF SELECTMEN
MEETING**

June 2, 2014

**N NELSON
NYGAARD**